

HISTORY OF BIRD FOOD

Over the past 40 years, the number of different foods available has increased.

1973

Seed mixes first advertised



1991

Black Sunflower Seeds introduced



1997

Fat balls introduced



1998

Sunflower Hearts and Nyjer Seed introduced



2020

Huge range of straights, mixed seeds and speciality foods available



ABOUT GARDMAN

Founded over 27 years ago, Gardman is the UK's No. 1 wild bird care brand. Our partnership with the BTO (British Trust for Ornithology) combines premium products with scientific insight. With top of the range food and accessories, we can protect our British birds for generations to come.

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Gardman

ABOUT BTO

The British Trust for Ornithology (BTO) is a charity with a vision of a world inspired by birds and informed by science. It harnesses the skills and passion of birdwatchers to advance our understanding of ornithology and produce impartial science, communicated so it can be of benefit to everyone.



BTO

Inspired by birds,
informed by science

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The positive impact of feeding birds

Join BTO Garden BirdWatch for
free today at bto.org/gbw-free



In association with



BTO

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THE FOOD WE PUT OUT HAS CHANGED DRAMATICALLY OVER THE LAST 40 YEARS

Before 1980, people only put out a small number of different foods for birds, often simply kitchen scraps on home-made bird tables. Since then many more kinds of bird food have become available.

DIFFERENT TYPES OF FOOD MEANS DIFFERENT SPECIES OF BIRDS VISITING GARDENS

Now, due to the increasing diversity of different kinds of foods, birds that were seen only rarely in gardens 40 years ago are now much more common, and so the average garden birdwatcher now sees a much greater range of species.

SPECIES WITH THE BIGGEST INCREASE IN USE OF FEEDERS HAVE ALSO INCREASED THE MOST IN NUMBERS

Over the 40-year period, 133 species were recorded at garden feeders – over half of all British bird species – and most of these garden visitors use feeders much more than they did 40 years ago.

TOP 5 WILD BIRD SPECIES WITH INCREASED NUMBERS OF GARDENS VISITED

If you would like more of these species to visit your garden, we've suggested some of the food they love.

LONG-TAILED TIT
+58%



GOLDFINCH
+79%



SISKIN
+37%

GREAT SPOTTED WOODPECKER
+79%



BRAMBLING
+35%



SPECIES POPULATION CHANGES BASED ON FEEDER USE OVER THE LAST 40 YEARS

